

History embodied...Future envisioned

RISING SYRIA

Issue N° 4, July 2004

Syria's Ancient Civilization:
History at its Best

Al-Raja'a Private Association:
Showing Compassion

Air-Taxi Company:
Joint Syrian-Lebanese Venture

ESMOD Syrie:
Pioneering Fashion

Damascene Brocade:
A Queen's Choice

Flower Festival
Damascus in Bloom



Editor's Word



Dear Readers,

It's summertime and images of summertime are usually cast in a light of hot, lazy, relaxing days by a seashore. But the reality for most of us is the struggle to balance the demands of our busy work schedules with the need for a vacation. This dilemma often results in hectic, stress-filled days comparable to those we have during the working season. And while summer camp is an option for some, others may, for various reasons, opt to enjoy the summer months by simply following up on local activities which, itself, could provide a wealth of opportunities for fun, educational and even relaxing times.

This year, the summer was 'lit up' with an array of activities ranging from festivals and fashion shows, to exhibitions, displays and competitions, providing a tremendous atmosphere for the visitors to enjoy the very best of summer, however with a Syrian flavor.

One of the most spectacular events in the summer calendar for this year was the Damascus 31st flower festival. With a great spectacle of gardens and flowers, the festival was a part of Eden. Thus, this July issue of the magazine comes to you scented with flowers of all colors and fragrance.

We cordially invite you to leave everyday living behind and discover the interesting summer events that keep evolving as the summer proceeds. The highlights that we have in store for you through the pages of this issue of Rising Syria are but a small collection of such events.

Whatever the event may be, you can enjoy and appreciate the summer months in ways that are both entertaining and stress-reducing. We, through Rising Syria, always strive to showcase all that is good and successful. Our aim will always be to inform, educate and entertain readers with a style that is fresh, creative, analytical and bold.

We appreciate your feedback regarding our articles and issues. Please let us know how we are doing and let us work together to plan carefully and pave the way to new heights for the issues to come.

Jouhaina Issa



Cover Photo:

Damascus's 31st International Flower Festival: When flowers turn into a language for children.

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IN THIS

Historical Treasures

Syria's Ancient Civilization: Describing reality with regard to the story of civilization, focusing on Syria's role as 'the Cradle of Civilization'—a fact which is attested by the inputs of sciences such as anthropology, archaeology, chronology, meteorology, logic, geography, history and linguistics.



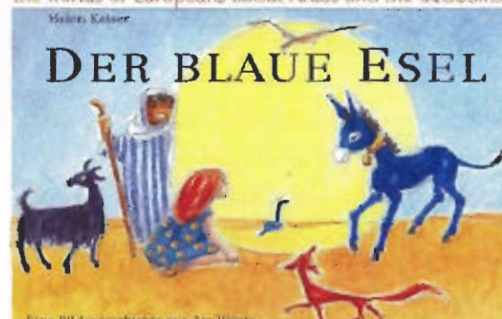
16 Special Event

Damascus 31st International Flower Festival: Scoring another success with a battle of flowers and plants and a marvellous display of colorful gardens.



From Our Correspondent

Helen Keiser: A westerner who spent more than half her life exploring the Arab region. Through her works she succeeded in reversing the negative image imprinted in the minds of Europeans about Arabs and the bedouins.



Focus

First Syrian-Egyptian Workshop for Travel Agencies: Activating tourist cooperation between Egypt and Syria for the mutual benefit of both countries.



24 Syria and the World

Bahraini Traveller: When traveling becomes an art spread the word about one's country and promote understanding between cultures.



Special Interview

Ambassador of Belarus to Syria: "Special Belarusian relations and constructive cooperation in all fields."



ISSUE

Syria in Foreign Eyes

42

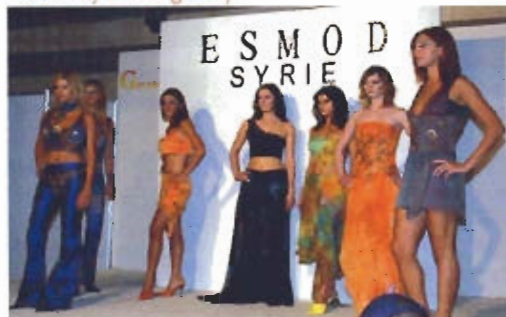
Syria, a Gateway to the Mediterranean: A long journey through Syria by a Spanish photographer, in which every image is part of a mosaic, each of its elements is in dialogue with the others.



Festivals & Exhibitions

56

ESMOD Syrie: A leading fashion school with an unceasing search for creativity and distinction, combining modernity and originality.



68

Society & Culture

Al-Rajja Private Association for handicapped children: An ideal atmosphere of love and cooperation, where children with various disabilities are shown compassion and offered collective education.



Syriana

86

The Qur'an: A holy book with a capital of values and ethics that, if properly invested, could provoke world peace and security.



Arts and Crafts

76

Brocade: The luxurious Damascene fabric that—renowned for its gold and silver embroidery—became a Queen's choice.



Health & Sports

94

Swimming and Triathlon Championship: A successful International Competition organized and sponsored by SyriaTel Company, in which Syrians scored great success.



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